



Ready. Set. Lead.
BUSINESS
COMPETITION

ENTREPRENEURSHIP

Long Island has hundreds of options for eating out — from casual sit downs to fine dining, and everything in between. No matter what an individual's taste, style, budget, or occasion, there's a restaurant for them. Additionally, Long Island is home to dozens of different types of cuisine – Italian, Greek, Chinese, American, Mexican, and many more.

TASK

Select a Long Island town where you would like to develop a plan to open a new restaurant. Your goal is to set yourself apart, creating an experience your clientele will love for years to come.

INCLUDE

- A map (including a possible location for your restaurant) and demographic information of the town.
- Type of restaurant to be created.
- Why such a business fits into your chosen community.
- The target market of the business (age, gender, etc.).
- Competition for the business (direct and indirect).
- What benefits the business will provide the community.

PRESENTATION

You will have five minutes to make your presentation. Note cards are permissible. However, electronic devices are not allowed. Upon conclusion of the presentation, judges will have a three-minute period to ask questions.

BRANDING AND GRAPHIC DESIGN

The Pasta Fork is a local family-owned Italian restaurant celebrating their 100th anniversary next year. They have been popular in their town and have also seen increased interest in their restaurant after winning a Food Network pasta competition last year.

TASK

You are working for a design studio that has been hired to rebrand The Pasta Fork, as they work to incorporate more modern dishes to usher in the next 100 years of business. Your job is to design two different logos for them to choose from. They have requested a fresh, modern look to match the direction of their business. Be mindful of colors, fonts and style for the logos, as this will be the jumping off point for all future materials

INCLUDE

- The logo must be in three colors.
- The logo can be produced on a computer or drawn.
- Graphics are open to both illustrative and typographic logos.

GRAPHIC DESIGN

Design a minimum of one supporting document (menu cover, flyer, print advertisement, etc.) to help your client visualize your vision for each logo concept.

PRESENTATION

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HEALTH CARE

In recent years, urgent care centers have begun to outgrow physician groups and general practitioners. These urgent care centers draw in customers with the appeal of access, availability and avoiding long wait times in an office, while treating the most common injuries and illnesses.

Northwell Health competes with these urgent care centers both locally and in the New York metropolitan area. Northwell is dedicated to providing the highest quality healthcare with exceptional service to all who enter their doors.

TASK

Create a plan to help Northwell Health compete with urgent care centers.

INCLUDE

- How can you keep long-term patients while also accepting new ones?
- How will you gear your campaign to your ideal market for customers/clients?
- What forms of social media will you use and why do you feel they best fit this business?
- What are the benefits of utilizing a family practitioner?

PRESENTATION

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HOSPITALITY SERVICES

Indian Hills Country Club, located in Northport, Long Island, is known for the spectacular views of the golf course and Long Island Sound. Indian Hills Country Club hosts events of every size and every occasion: weddings, engagement parties, golf outings, bridal/baby showers, charity functions and many more.

TASK

Long Island has an assortment of different catering venues. How do you propose to not only have community members use the catering hall but become members of the country club as well? What do you believe will encourage people to become reoccurring members?

INCLUDE

- Explain how Indian Hills Country Club is different from other event venues.
- What changes would you implement to improve guests' experience and encourage them to come back to the venue?
- How do you plan to integrate this change into the already existing system?
- How would you advertise and market the Indian Hill Country Club to reach current and potential members?
- Any possible restraints or costs to this change?

PRESENTATION

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SPORTS & ENTERTAINMENT MARKETING

TEAM 91 Girls Club is a select lacrosse club aimed at providing young female athletes with the instruction and passion it takes to compete on the national level.

TASK

Imagine that you have been hired as a marketing specialist for the Team 91 Girls Club to increase participation and improve the overall brand (events, training and merchandise sales).

INCLUDE

- How you will maintain and continue to support TEAM 91's growth.
- What tactics will you use to encourage more girls to participate.
- How will you promote Team 91's training and teams?
- What type of marketing would be needed to encourage attendance to the Team 91's events and increase its popularity?

PRESENTATION

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NOT-FOR-PROFIT FUNDRAISING

Island Harvest is a leading hunger-relief organization with a mission to end hunger and reduce food waste on Long Island. They rely on efficient food and product collection, enhanced hunger awareness and nutrition education programs. Additionally, they support a Workforce Skills Development Institute and a wide network of community-based non-profit organizations. Fundraising has played a pivotal role in their ability to expand their operation, office space, distribution center and warehouse space.

TASK

You have been hired as a **Fundraising Director for Island Harvest** on Long Island. As such, you have been asked to create a fundraising campaign. This campaign will enable Island Harvest to build awareness of the extent of hunger as a problem on Long Island and to utilize corporate partnerships in an effort to raise funds, ensure a growing and steady inventory of supplies, and the means to store and distribute much needed relief to those in need across the region.

INCLUDE

- A budget for events you will plan.
- An explanation of how you plan to use the funds raised.
- An outline and description of the events planned, including any themes to be promoted.
- Rationale for the targeted audience for each event.
- A pitch for what type(s) of media will be used to market and promote the events.
- A list of vendors or sponsors that will be attending each event.

PRESENTATION

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RETAIL MARKETING

The Colony Shop is a local business with a mission to deliver exceptional customer service while providing special occasion outfits for children. The Colony Shop is a boutique that's been in business for over 75 years and promises to provide quality children's apparel that is perfect for Communion, birthdays, holidays and Christenings, among other special events. The shop is always adding new inventory, and prides itself on sourcing pieces that are comfortable for children of all ages. In addition to special occasion outfits, The Colony Shop offers classic toys, classic trains and children's rainwear.

TASK

You have been hired as a marketing specialist to design a campaign to help The Colony Shop compete with their corporate competitors.

INCLUDE

- How will you gear your campaign to your ideal market for customers/clients?
- How will your advertising strategy help set The Colony Shop apart from other corporate special dress stores in the area such as Macy's, Kohl's, or The Children's Place?
- How will you help foster and create relationships with long-term customers?
- In what ways can you advertise the advantages of utilizing a smaller clothing store?

PRESENTATION

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HUMAN RESOURCES

H2M architects + engineers is a full-service consulting and design firm offering the expertise of more than 290 architects, engineers, planners, designers, inspectors, surveyors and scientists. The company continuously seeks motivated college graduates and experienced professionals to join their team.

TASK

You have been asked to come up with ways to attract new employees and seamlessly integrate them into the company. While doing so, you aim to increase current employee performance and morale.

INCLUDE

- Orientation procedures for new employees, helping them become comfortable working with current employees and encouraging them to grow within the company.
- Emphasize mutual respect between older and newer employees and maximized employee effectiveness.
- Ways to build employee morale.
- How can you help employees work together despite differences in age and expertise?

PRESENTATION

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TECHNOLOGY

The Suffolk County Office for the Aging

is the designated Area Agency on Aging under the Older Americans Act. For over 40 years, Suffolk County Office for the Aging has administered federal, state and county programs for people aged 60 and over. The Office's Get Set Up program is an online community based platform. It is a place for older adults to learn, connect and share with peers in the comfort of their own homes.

TASK

You have been hired by Suffolk County Office for the Aging to develop a Get Set Up program to teach seniors about social media and computer security.

INCLUDE

- What topics would you include in this program?
- How would you get seniors interested in participating in the program?
- What would be your goals for this program?
- How would you accommodate seniors who are interested in the program, but don't have a home computer to participate?

PRESENTATION

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FINANCE

A large youth orchestra from Long Island is in the budgeting stages for the next fiscal year. As part of budgeting process, the orchestra's Director and Comptroller review the previous fiscal year's budget which shows a deficit.

TASK

You have been hired by the youth orchestra to determine how to reallocate the budget to avoid a loss for the upcoming fiscal year. Note: the most recent operational budget is attached.

INCLUDE

- An analysis of where the shortfalls were this past year.
- A plan for how the orchestra can increase income and/or decrease expenses.
- A new budget, based on the previous year, which no longer projects a deficit.
- How might the budget changes affect the orchestra?

PRESENTATION

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| Youth Orchestra Operational Budget | | | |
|---------------------------------------|---------------------|---------------------|--|
| | Budget | Actual | |
| INCOME | | | |
| Membership fees | \$ 50,000.00 | \$ 47,000.00 | |
| Audition fees | \$ 20,000.00 | \$ 17,000.00 | |
| Donations | \$ 5,000.00 | \$ 2,000.00 | |
| Ticket sales | \$ 10,000.00 | \$ 9,000.00 | |
| Fundraisers | \$ 2,000.00 | \$ 1,500.00 | |
| Total Income | \$ 87,000.00 | \$ 76,500.00 | |
| EXPENSES | | | |
| Salaries and Wages | \$ 29,500.00 | \$ 29,500.00 | |
| Rehearsal space | \$ 12,000.00 | \$ 14,000.00 | |
| Concert venue rental | \$ 25,000.00 | \$ 22,000.00 | |
| Printing | \$ 2,000.00 | \$ 1,000.00 | |
| Instrument repair | \$ 2,500.00 | \$ 3,000.00 | |
| Scholarships | \$ 10,000.00 | \$ 10,000.00 | |
| Insurance | \$ 3,500.00 | \$ 3,300.00 | |
| Marketing and Communication | \$ 2,500.00 | \$ 1,500.00 | |
| Total Expenses | \$ 87,000.00 | \$ 84,300.00 | |

APPLICATION FOR EMPLOYMENT

PERSONAL INFORMATION

Date of Application: _____

Name: _____
Last First Middle

Address: _____
Street Apt. City/State Zip Code

Alternate Address: _____
Street City/State Zip Code

Contact Information: () () _____
Home Phone Mobile Phone Email

How did you learn about our company?

Position sought: _____ Available start date: _____

Desired pay range: _____ Are you currently employed? _____
Hourly rate of salary

EDUCATION

| | Name | Location | Major or subjects of Study |
|--|------|----------|----------------------------|
| High School | | | |
| Clubs/Sports | | | |
| Specialized Training (Trade school, etc.) | | | |
| Other Education | | | |

Please list your areas of highest proficiency, special skills or other items that may contribute to your abilities in performing the position indicated above.

INTERVIEW 9-10

Bring a one-page résumé and a completed job application.

TASK

Interview for the following position:

Customer Service Employee

JOB LOCATION

Petco

401 Sunrise Highway, Patchogue, NY, 11772

Hours per week: 10-15

With a growing number of outlets across the country, Petco has become a favorite store for pets and their human companions. They have set new standards in pet care, delivering comprehensive wellness solutions, as well as offering pet foods and other merchandise, grooming, training, a trusted resource for pet lovers, and more.

JOB OVERVIEW

Petco is seeking someone with a friendly demeanor and great organizational skills to assist with cleaning, organizing and assisting customers as needed.

- Help maintain clean floors, shelving and pet areas by sweeping and dusting.
- Help customers locate specific products and pets in the store.
- Re-organize merchandise after being misplaced by customers.
- Greet customers as they shop and assist them with any questions they may have.
- Assist with guided care for animals, including assisting with feeding and cleaning of cages.

OTHER REQUIREMENTS

Superb communication skills, orderly and able to keep track of the placement and location of merchandise.

PLEASE NOTE

All students participating in the job interview category should fill out the application with their current skill set as if they are going on a real interview.

INTERVIEW 11-12

Bring a one-page résumé and a completed job application.

TASK

Interview for the following position:

Server

JOB LOCATION

Bobbiq

70 West Main St., Patchogue, NY, 11772

Hours per week: 10-15

Located in downtown Patchogue, Bobbiq has become a premiere restaurant for Long Islanders to go to for southern dining and blues entertainment. Bobbiq features a menu offering Memphis inspired cuisine, including ribs, chili, mac n' cheese, fried pickles, loaded fries and more.

JOB OVERVIEW

Bobbiq is seeking a sociable and energetic server to assist with party events of all sizes.

- Run food from the kitchen site to the event space on demand.
- Assist with food and table prep before the event begins.
- Set up buffets following food presentation standards and practices.
- Ensure safe food handling.
- Communicate with the event supervisor, as well as other servers and event organizers.
- Clean up the venue after the event ends and assist with inventory, food storage, and other closeout tasks.

OTHER REQUIREMENTS

Must have a welcoming disposition and be able to work nights and weekends.

PLEASE NOTE

All students participating in the job interview category should fill out the application with their current skill set as if they are going on a real interview.

INTERVIEW LIFE SKILLS

Bring a one-page résumé and a completed job application.

TASK

Interview for the following position:

Team Member

JOB LOCATION

Brittany's Baskets of Hope, Inc.

3 Estate St., Lake Grove, NY 11755

Hours per week: 15–20

Brittany's Baskets of Hope, Inc. is dedicated to bringing information, support, guidance and hope to families that have recently welcomed a baby with Down Syndrome into their lives. As part of their mission, Brittany's Baskets of Hope, Inc. collects donated items, then makes and delivers baskets that include information and guidance for the parents, and gifts of love and joy for the babies and their siblings.

JOB OVERVIEW

Brittany's Baskets of Hope, Inc. is looking for an eager and cooperative individual to assist in the day-to-day workings of Brittany and her team, including outreach, basket making and deliveries.

- Find different avenues to help market and advertise Brittany's Baskets of Hope, Inc.
(reaching out to various hospitals, schools, social service agencies, department of health, etc.).
- Assist the team with any help needed in gathering supplies for making or delivering baskets.
- Help gather donations for basket items and overall support.
- Plan for and communicate with families seeking assistance and nominees for baskets.

OTHER REQUIREMENTS

Good communication and organizational skills, as well as a friendly disposition and a willingness to help others.

PLEASE NOTE

All students participating in the job interview category should fill out the application with their current skill set as if they are going on a real interview.

